

SUPPLIER WORK GROUP

Progress on measuring success



BBPA technical circular 418 detailing best practice protocols and procedures for brewers and distributors was agreed by BBPA Council in 2007. Since then a number of workshops have been held and in March 2009 the first comprehensive benchmarking exercise was undertaken to measure the progress in

implementation of the different aspects of best practice. Results will be highlighted in the next newsletter and the exercise repeated this quarter.

In the May 2009 workshop brewers shared their experiences of implementing best practice protocols so far - and reaffirmed the appropriateness and the benefits of these.

Further work is ongoing to develop a standard measure that can reflect any improvements resulting from best practice implementation.

Additionally work is also being undertaken on the use of Spa Trak - a web based tool designed to assist and speed up the repatriation of foreign containers. This aims to maximise the usefulness to the industry of this facility.

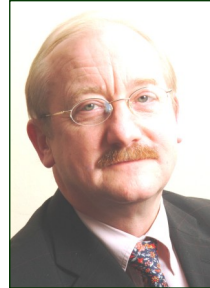
Use of the system has significantly increased, with the number of users throughout June increasing to 114 from 74 in the previous month. In addition since April the site been used to post over 5000 notifications of containers - this is nearly half of the total postings for the whole of last year.

RETAIL WORK GROUP

Retail best practice protocols agreed

Container Management best practice protocols for outlets and multiple retailers have now been signed off by the BBPA's Future Pub Group and the BBPA Council. A third best practice document for wholesalers

Welcome to Container Management Update! BBPA Acting Chief Executive David Long



We've launched this newsletter to promote the work of the BPPA and the industry to ensure best practice in container management.

Industry CEOs agreed in December 2008, that we should implement Best Practice throughout the supply chain. It is vital to do all we can to ensure that this significant cost to our industry is brought under tight control and to reduce the misappropriation of our containers. We will be updating you in the coming weeks and months on progress. While this newsletter is being widely circulated, please do all you can to ensure it reaches the right contacts in your company.

While some companies have been making significant strides towards best practice, the protocols being developed rely on total industry implementation to be truly effective. Greater awareness is therefore needed. We must create a new culture in relation to containers with the onus on every Senior Executive to ensure that their company is devoting the appropriate focus into the progression of their implementation plans or a deposit scheme that could be as a real threat for the industry.



currently being reviewed by National Drink Distributors and by Waverley TBS.





Best practice benchmarking questionnaires are being developed for these three documents and retail group members have agreed to trial completion of these. As with suppliers, these questionnaires will provide the key measure of adoption of best practice across the retail side of the industry.

It is also proposed that a pilot exercise be undertaken to establish whether (in conjunction with third-party distributors and wholesalers) accurate outlet balances could be obtained on a regional basis. This work is currently being scoped.

OVERALL COMMUNICATIONS GROUP

Getting the best message across

A working group has been addressing how to get the best practice message across as effectively as possible.

Template leaflets, briefing materials and other communication tools are being designed to highlight each parties responsibilities with regards to Best Practice. A branded awareness campaign is envisaged, highlighting the responsibilities of each party, with its own website, and with Comms activities building



Container Management Update needs YOU! Tell us your story!

Are you proud of the practices you implement? Would you like to share your success with others? We are keen to here from retailers and suppliers who have successfully implemented best practice schemes—and would love to feature your story in our newsletter.

If you are interested, or know of a good example of best practice, please contact Neil Williams (nwilliams@beerandpub.com) to help share industry best practice.

towards a container return week later in the year. This newsletter has been set up with an initial distribution of nearly 1,000 key industry recipients, to try to maximise awareness.



DEPOSITS STEERING GROUP

Container deposits trial nears completion

Container marking trials have been continuing as a deposit scheme remains an option for those who feel that best practice is not achieving the desired results in an acceptable timeframe. The work under this steering group is now approaching completion and this will result in a template for a finalised Deposit Scheme being fully written up. A tool to assist companies in assessing implementation costs will also be in place shortly.

For further information please contact

Neil Williams	020 7627 9156	nwilliams@beerandpub.com
---------------	---------------	--------------------------